

J. C. PENNEY COMPANY—A NATION-WIDE INSTITUTION J. C. PENNEY COMPANY—A NATION-WIDE INSTITUTION J. C. PENNEY COMPANY—A NATION-WIDE INSTITUTION

# RESTORING THE BUYING POWER OF YOUR DOLLARS

A Sweeping Reduction that has brought our prices DOWN TO A NEW LEVEL in present day retailing. Every item in our 312 stores now selling at our replacement cost, regardless of former cost. A REAL opportunity for you to SAVE MONEY.

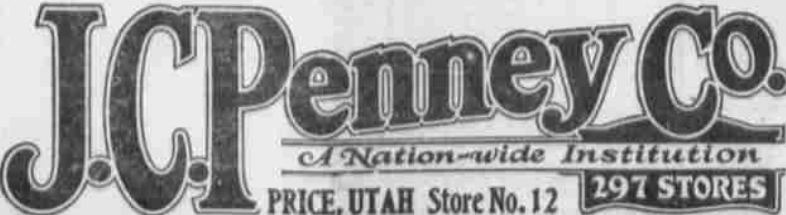
The long looked, hoped for period of lower prices has come at last. The American Dollar will again assume its rightful value and buying power.

In order to meet these new conditions and follow out our policy of always giving our patrons the lowest prices possible, the J. C. PENNEY CO., with 312 department stores, located in 27 states has AT A TREMENDOUS LOSS reduced all selling prices to absolute BED ROCK, based on actual re-

**BEGINNING**  
**Monday, Jan. 10**

placement values. Our enormous purchasing power plus our policy of large volume and small profits, makes it possible for us to regularly undersell all one-store competitors.

We never indulge in sensational "special sales" or sensational "sale" advertising. We never exaggerate. We always mean just what we say. This is not a spasmodic "sale." The prices quoted on this page and those you will find marked in plain figures on the goods in our stores are our RECONSTRUCTION PRICES, the lowest prices it is possible to put on the kind of merchandise you want to buy. Every article will remain as priced until sold or forced by market conditions to change. You can safely bank on this. Come to our store today, prepared to save money.

<b>BOYS' HEAVY WEIGHT OVERALLS</b> <b>\$1.19 - 98c</b> RECONSTRUCTION PRICE	<b>CHILDREN'S AND MISSES' BLACK BROWN HOSE</b> <b>23c</b> RECONSTRUCTION PRICE	<b>SILK HOSE</b> Women's Black Silk Hose <b>89c</b> RECONSTRUCTION PRICE	<b>SILK THREAD</b> 100 Yards <b>10c</b> RECONSTRUCTION PRICE	<b>81-INCH PEQUOT BLEACHED SHEETING</b> <b>58c</b> RECONSTRUCTION PRICE
<b>MEN'S BIB OVERALLS AND JUMPERS</b> Best Grade Indigo Blue and Heavy Weight Denim. All Sizes <b>\$1.23</b> RECONSTRUCTION PRICE	<b>MEN'S FLANNEL SHIRTS</b> Excellent appearing olive drab Flannel Shirts. A guaranteed value—All Sizes <b>98c</b> RECONSTRUCTION PRICE	<b>CAMPER'S BLANKETS</b> Full Size, dark gray, heavy wool shoddy—each <b>\$2.98</b> RECONSTRUCTION PRICE	<b>COATS' SEWING COTTON THREAD</b> 150-Yard Spool <b>5c</b> RECONSTRUCTION PRICE	
<b>BLUE AND GRAY SHIRTS</b> Men's Blue or Gray Chambray Work Shirts. J. C. Penney pre-meir value. All Sizes. <b>89c</b> RECONSTRUCTION PRICE	<b>MEN'S ALL-WOOL UNIONS</b> Men's guaranteed all-wool unions in natural gray or white. Finest combed yarns. All Sizes <b>\$4.98</b> RECONSTRUCTION PRICE	<b>BOYS' UNION SUITS</b> Medium weight, corn color and close woven—agood warm garment—all sizes <b>89c</b> RECONSTRUCTION PRICE		
<b>LONG SHEEPSKIN COATS FOR MEN</b> 52-inch Moleskin leather reinforced <b>\$14.75</b> RECONSTRUCTION PRICE	<b>MEN'S CAPS</b> Men's Winter Caps with ear tabs All Sizes <b>69 cents</b> RECONSTRUCTION PRICE	<b>LEATHER-FACED CANVAS GLOVES</b> Gauntlet or Wrist <b>29 cents</b> RECONSTRUCTION PRICE	<b>MEN'S BLACK SATEEN SHIRTS</b> "Black Beauty" triple stitched and reinforced work shirts. All Sizes <b>98c</b> RECONSTRUCTION PRICE	
<b>Leather Sleeves and Leather VESTS</b> All Sizes for Men <b>\$7.90</b>	<b>LADIES' OUTING GOWNS</b> <b>89c - 98c</b> RECONSTRUCTION PRICE	<b>BOYS' SHOES</b> All Sizes <b>\$1.98, \$2.49, \$2.98</b> RECONSTRUCTION PRICE	<b>MEN'S RUBBERS</b> <b>98c</b> RECONSTRUCTION PRICE	<b>MISSES' SHOES</b> 11 to 2 <b>\$2.49, \$2.98, \$3.49</b> RECONSTRUCTION PRICE
<b>MEN'S COTTON SOX</b> Work or Dress Values <b>10c</b> RECONSTRUCTION PRICE	<b>MEN'S WOOL SOX</b> <b>58c</b> RECONSTRUCTION PRICE	<b>OUTING FLANNEL</b> 27-inch <b>15c, 19c, 23c</b> RECONSTRUCTION PRICE	<b>CREPE DE CHENE</b> <b>\$1.89</b> RECONSTRUCTION PRICE	<b>PERCALE—36-INCH</b> Lights or Darks <b>16c - 19c</b> RECONSTRUCTION PRICE
<b>LADIES' SILK AND WOOL UNIONS</b> All Sizes <b>\$1.98</b> RECONSTRUCTION PRICE	<b>MEN'S PART WOOL UNION SUITS</b> Heavy Weight "North Star" Brand—All Sizes <b>\$1.98</b> RECONSTRUCTION PRICE	<b>OVERALL COMBINATION SUITS</b> Heavy weight values in Khaki or Blue Denim. All Sizes <b>\$2.98</b> RECONSTRUCTION PRICE	<b>"HOPE" BLEACH</b> <b>12½c</b> RECONSTRUCTION PRICE	
	<b>PILLOW TUBING</b> 42 or 45-inch. "Home- spun" linen finish <b>39c</b> RECONSTRUCTION PRICE	<b>LADIES' COTTON YARN HOSE</b> Black Only <b>15c</b> RECONSTRUCTION PRICE	<b>72-INCH BLEACHED SHEETING</b> Pepperel—Pequot <b>39c</b> RECONSTRUCTION PRICE	
<b>WOOL BLANKETS</b> Full Size and First Quality <b>\$4.98 - \$5.50</b> RECONSTRUCTION PRICE	<b>MEN'S CANVAS GLOVES</b> <b>8c</b> RECONSTRUCTION PRICE	<b>GEORGETTE CREPE</b> <b>\$1.49</b> RECONSTRUCTION PRICE	<b>MISSES' AND CHILDREN'S UNION SUITS</b> Best Quality Heavy Wt. Cotton <b>89c - 98c</b> RECONSTRUCTION PRICE	
<b>BLEACHED CANTON FLANNEL</b> <b>19c</b> RECONSTRUCTION PRICE	<b>BOYS' OVERLAND COASTER WAGONS</b> <b>\$5.90</b> RECONSTRUCTION PRICE	<b>45-INCH OIL CLOTH</b> All Patterns, yard, <b>29c</b> RECONSTRUCTION PRICE	<b>MEN'S OVERSHOES</b> One-Buckle <b>\$1.89</b> RECONSTRUCTION PRICE	<b>MEN'S OVERSHOES</b> Four-Buckle <b>\$2.98</b> RECONSTRUCTION PRICE
<b>MEN'S SUITS</b> Our Guaranteed Values <b>\$24.75</b> Duck Hand Soap..... 3c 8-oz Bottle Peroxide..... 5c Goblin Hand Soap..... 3c Talcum Powder..... 12c	<div>  <p><b>J.C. Penney Co.</b> A Nation-wide Institution PRICE, UTAH Store No. 12 297 STORES</p> </div>			<b>LADIES' LEATHER COATS</b> <b>\$24.75</b> <b>LADIES' SHORT PLUSH COATS</b> <b>\$16.50</b>

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